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DEPARTMENT OF ECONOMICS

TRENDS OF MEDIA PRODUCTIONS COMMERCIALIZATION AND FACTORS OF INFORMATION ALLOTMENT IN DEVELOPING COUNTRIES

(THE COMPARATIVE STUDY OF PUBLIC SERVICE MEDIA DEVELOPMENT IN ETHIOPIA)

A Thesis

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By

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DECLARATION

AS THESIS RESEARCH ADVISOR, I HEREBY CERTIFY THAT I HAVE READ AND EVALUATED THIS THESIS

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ABSTRACT

The public service media (PSM) theory differs from the commercial theory by its inclusiveness of 'public interest' in addition to media sustainability for both public and private media. In public goods theory, the nature of media economics is far reaching. Thus, the aim of this study is to investigate factors that determine healthy media development of Ethiopia on account of its fast economic growth. About 10 media houses were purposively selected. The selection merits of media study for content analysis relay on media categorical share (print, broadcast), circulation and area coverage. The study applies primary and secondary data collection. Descriptive statistics and multiple regressions are taken as an analytical tool. The study finds out that news has scale effect on public service media at every unit analysis of media strata. As air time/column space changes by unit measurement, news package information delivery for poverty alleviation had an increase changing pattern. Moreover, the tendency of media capital formation (private, public) development of media in the country shows strong positive relation with the public service media value. Finally, public media exposure which stands at 30% is below the minimum requirement compared to speed of radio coverage which stands at 85% for the country in the study year. The promising news information delivery in poverty alleviation should be kept by reinforcing editorial policy and strictly implementing the law that prohibits advertisement on news package. Promotion of circulation and program rating, standardization and modernization of program differentiation are vital to improve Advertisements/Sponsorship expediency and enhancing variety of programs/ editorials for poverty alleviation respectively.

Key word, PSM, media production commercialization, Poverty alleviation, OLS, Ethiopia.

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Abbreviations / Acronyms

ABC: Accuracy, Balance, Credibility

Ad: Advertisement

CSA: Central Statistics Authority

DWT: Demsi Weyana Tegrai

DJ: Development Journalism

DC: Development Communication

EBA: Ethiopian Broadcast Authority

EPA: Ethiopian Press Agency

ERTA: Ethiopian Radio and Television Authority

FBC: Fana Broadcasting Corporate

FM: Frequency Modulation

FHFPI: Freedom House Freedom Press Index

GTP: Growth and transformation plan

IGOs: International governmental organizations

INGOs: International nongovernmental organizations

JME: Journal of Media Economics

KWIC: key words in context

MDG: Millennium Development Goal

PSA: Public Service Announcement

PSM: Public Service Media

RLV: Readers, Listeners, Viewers

Sp: Sponsorship

UK-DID: Department for International Development of UK

VIF: Variance Inflation Factor

WMMP: (World Media Map Project) of Healthy Media Development Index Study sponsored by the World Bank

WMS: Welfare Monitoring Survey

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CHAPTER ONE

1 INTRODUCTION

1.1 Background of the study

The public service media (PSM) model concentrates on the study of relationship between institutional sustainability of media and its public function. Media production depends not only on its capital formation but also on the complexity of collective goods in the society. The greater the complexity of collective goods in the society, the more Media obliged to respond to the situation in addition to its Ad/Sp revenue based institutional sustainability. Thus, it depends upon outside factors of public interest norms and legitimizes in market and competition of media productions that exert pull on Ad/Sp of capital formation (Luise, 2001; Steininger,

2011). In contrast the contemporary neoclassical media market model and freedom house index of press freedom (FHIPF) concentrate on media commercialization with regard to profit and media structure to analyze media industries (Wildman, 2006; Roy, 2011). This has been applications of the structure, conduct and in general performance framework of profit maximization. The model and studies analyzed by Wildman (2006) and Roy (2011) conclude that searching options to maximize media profitability is taken as the only way in safeguarding mass media freedom and enhance the ability of media to build information infrastructure

However, the market failure manifestation in excessive advertisers-luring media is labeled as commercial bias vis-à-vis other business models. Among these duplication of programs, undeserving viewers that are not as desirable to advertisers, air too little or too much advertisement, and ignore smaller groups of viewers with intense preferences are market imperfections found in the advertisers-luring commercial bias media. Thus the trade off in media development is fundamentally arising between richness and reaches to the wider public (Becker and Murphy, 1993; Keith and Robert, 2002; and Alexander etal. 2004). Thus, as media limits to solve such problems, large groups of viewers become un-served.

The theoretical models which consider the media industry as public economic good on the other hand concentrate in the expediency of content and advertisement revenue balance and serves for all type of capital formations; private/ public which includes community media. This model as indicated in (Becker and Murphy (1993) and Keith and Robert (2002) is known as Public service Media Model (PSM). The model enables to investigate appropriateness of Ad/Sp and efficient utilization and distribution of content air time/column space and assign correct policy measures.

Panos (2011) reinforces the fact that public service journalism involves media content that is valued for its intrinsic merit based on the highest professional standards and wider benefits for society and not just for its commercial worth. Models of media industry as public economic good make sense given the infancy of developing countries press. The involvement of media is vital in developing

countries for the fact that there is significant portion of the people below poverty with the agenda of peace, strengthening democratic process, governance and development endeavors (Alhassan, 2004).

Thus, justified allocation of air time/column space of media content production to the poorest of the poor is vital issue in developing countries before they carry news about catastrophe (Dean, 2005). Ultimately, if we make the mistake of treating and analyzing media markets like other markets, we will suffer from a market failure far more profound and far more damaging than economic tools can effectively capture or correct (Napoli, 2004).

Hence, the issue is solving tradeoff between mass media profit maximization and its delivering information to all ranges of the public at grass root level. The mass media information is vital to the poor if it can show the people how to get rid of poverty and stick to the agenda of fair distribution of wealth and participation of the public in the development movement. That is why Napoli (2004), reinforces much more work needs to be done in terms of accurately delineating the parameters of media product markets in ways that account for not only different media technologies, but also different types of content. With this case healthy media development of PSM is measured by its - independence, reach, and quality (Islam, 2002; and Roy, 2011). Nowadays independent, reach and quality multi dimensional measurement indicators of healthy media development started to grow up mainly in the heart of economic policies of the private and public media industries.

The Ethiopia media content production both in the private and public media is not yet investigated comprehensively based on the multi dimensional empirical measurement indicators of healthy media development. Thus, the study taking the 1991 transitional government proclamation that guarantees freedom of the press and latter recognized in the constitution of the country as a base analyzes trends of media content production commercialization in Ethiopia.

The 1994 constitution not only assures the sprite of freedom but also gives a room to media institutions to decide content productions according to their editorial policy both for public and private media institutions. Following the broadcast law Proclamation No.533/2007 implementation guidelines such as Commercial Radio Broadcasting Services Directives May 14th 2008 G.C, Subscription Broadcasting Service Directive No. 04/2009, Mass Media and Related Commercial Registration and Certification Criteria are implemented. The General proclamation on advertisement No. 759/2012 is also implemented to fix the maximum limit of Ad/Sp airtime/column space and its practice. .

Media content production commercialization is not determined by just guarantying editorial independence and limiting its border line by regulations but also by providing the necessary facilities in order to minimize the cost of information gathering and dissemination infrastructure. That is why media content producers and the distribution infrastructure facility mismatch is the source of informational asymmetries (Wildman, 2006) attributed to mass media institutions externalities and the limitations of government intervention in facilitating the competition ground.

The infant media reach to the grassroots level is beyond the mainstream media claim on area coverage. (ERTA, 2013), reports that its radio and TV coverage respectively. In addition the decentralization of broadcasting through FM and the infant community radio and the highest circulation of newspaper (30,000 per publication) in the nation are not yet analyzed in contrast to the public media exposure determinants of economic development policy for PSM.

1.2 Statements of the Problem

A study by DID-UK (2011), media mapping and landscape in Ethiopia indicate that the stiff struggle to attract advertisers/sponsors for financial feasibility of the public media and for the profit maximization of the private press has led to concentration on the entertainment programs. However, this study did not show the impact of

media content production commercialization on news and concerned programs production or empirical values of PSM in Ethiopia

Thus, this study attempts to identify the vulnerability of news and program production to the excessive commercial bias by measuring allocation of media air time/column space in poverty alleviation issues. It also tried to identify determinants of the tradeoff between PSM of economic good and media institutional sustainability (i.e., its capital formation in the form of, private, public or community).

Moreover, these media mapping and landscape studies show that radio is still the most important source of information and followed by word of mouth (face to face communication), and television. Insignificant number of population received information from newspapers. Such content of media reach to the grass root level is measured by the area coverage of each media capacity to built transmitters. Thus, this can't show public exposure to media. But determinants of public exposure to media information with PSM economic development policy are also not yet developed. In general the gap for the study is finding the key determinants of information asymmetry for the distinct feature of media content assigned to the country main agenda poverty alleviation and the media exposure of the public as compared to the overall development of media in fastest growing economic.

1.3 Objective of the Study

The general objective of this study is investigating factors that determine healthy media development according to the theoretical framework of PSM as compared to Ethiopian fastest growing economy. Hence, the specific objectives of the study are**:**

1. To identify the determinants of PSM based on MDG Meta narratives and GTP principle categories.
2. To measure vulnerability of air time /columns space via excessive commercial bias

3. To capture the specific tradeoff factors in PSM of each media capital formation (private, public media) in Ethiopia
4. To discover media reach problems to the grass root level and its relationship with public media exposure.

1.4. Research Questions

The main research questions attempted to investigate and to answer in this study are:

- Does capital formation determine (public, Private) PSM values of externalities in Ethiopian media?
- What are the factors that determine the appropriateness of developing country media to exert a pull on Ad/Sp?
- Is Ethiopian media tradeoff PSM indifference with the theory asserts of media as economic good?
- What are the main determinants of public media exposure in Ethiopian context?

1.4 Significance of the Study

The study helps the appropriate and efficient way of media production commercialization both for the private and public media for their capital formation of profitability and financial feasibility respectively. Moreover, it helps to advance studies regarding measuring media healthy development by adding the variable media reach to the grassroots level specifically public exposure. In general the study is considered as an attempt to provide mass media healthy development road map that advances media policy of the country.

1.5 Scope and limitation of the study

The scope of the research is stretched to the country level through primary data of media content random study and professionals' responses, and investigation of media reach to the grass root level with the secondary data found from the DID-UK,(2011) and CSA,(2012) respectively. The study attempts to investigate media as economic good or PSM externality at national span of intervention in poverty alleviation empirically. The research tried to address related quantitative analysis in general with 14 indicators of MDG Meta narratives and GTP segmented principles. Hence, it is considered as a broad investigation that may enable to address the general standards and prospects of Media externalities in Ethiopia. However it may not show details as impact of selected media content in specific welfare analysis of a social segment.

1.6 Organization of the thesis

Following the above Chapter the thesis is organized into four chapters. Chapter two reviews the literature, chapter three explains the methodology of the study used, chapter four is devoted to result and discussion and the last chapter (five) gives concluding remark about the overall study and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Definition of concepts and the theoretical framework

2.1.1 Media as economic good

The normative concept of the public good of media or PSM value of externality is credited to the oldest Olson's theories sited on (Steininger, 2008) peruse that media being public or commercial is just the organizational and the forms of capital at work in it. However the true definition of media as economic goods is vividly caught between market failure and state intervention which shows its special character of structure duality. The media are public goods on which the production of collective goods depends and in the context of social interaction, the impacts of media content undoubtedly create collective goods and collective 'bads' measured according to the principles of externalities.

To start with one of media productions prone as a matter of puzzle for economists is the value of Ad trenched between either as spat in a consumer's meta-utility function or not (Becker and Murphy, 1993). However, marketwise and competition of the industry regardless of its capital formation legitimizes PSM value measurement. Thus, whatever media organization a country had its content externality analysis framework prevail the economic good including content diversity and the need for local stations to address local concerns" (Cavanagh, 2003). Media markets serve the political and cultural needs of consumers best when they have access to a diverse array of content and sources to gain externalities that can be generated by media markets – externalities such as a better informed and/or a more culturally sensitive and aware citizenry (Napoli, 2004).

Hence, account of media economics should not only focus on different media technologies, but also different types of content. Economic analysis can make vital

contributions in this area. A broad array of what have been labeled "public interest obligations," was eliminated, such as obligations for broadcasters to provide specific quantities of local programming, as well as specific quantities of news and public affairs programming (Mcphail, 2009;Melkote and Steeves, 2001).Steininger (2008), argued that previous studies of succeeded in arriving at a fully fledged theory classifying media products according to their character as economic goods, and its impact on the creation of public spheres. Finally, he simplified the media as economic goods its externalities complexity to experiences of three categorical analyses: (A) combination of news, editorial (programs or columns) and advertisement; (B) selective incentives of the media characteristics (capital formation); (C) as a combination of intangible content with tangible carriers.

The third externality measurement is regarding reach of media and its empirically demonstrations of Preston & Sparviero (2009) shows that media content activities are stagnant, whereas activities involved in the distribution and diversity of content are progressive. These are just synonym of the Islam (2002) media analysis framework dimensions of editorial independency, content quality (usefulness to the public) and reach to the grass root level. Moreover, in the theory of the public good nature of media economics content productions are far reaching: affecting budgeting decisions, distribution strategies, and pricing policies. Thus, testing the extent of determination of capital formation of media houses in attempts to exert a pull on commercial Ad/Sp is inevitable regardless of the competitive market is considered for both private and the public enterprises institutional sustainability (Yanich, 2010).

2.1.2 Concepts and definitions of media characteristics and dimensions

The excessive commercial bias model is basically concentrated on its conceptual framework known by audience selling. This is defined as media targeted audiences viewer, listener and readers should be valuable to commercial advertisers. In turn concentrates on just media profitability considering information as commodity. On

the other hand PSM model asserts that the product of media exclusion is scarcely central to the definitions of the public sphere offered by communication theory, and payment of the price demanded by the owner is not a necessary condition of access. This is the media economic goods manifestation show as the industry regardless of its capital formation caught between market failure and state invention which shows its special character of structure duality (Steininger, 2008)

The editorial independence of practitioners is the basic feature of media that operate in democratic society for both private and public media as reflected for example in the EFDRE Proclamation, 590/2008. The proclamation takes this concept from the international freedom of information act. But the commercial bias framework studies used just independence to measure media both its profitability and freedom. Mainly the single measurement indicator of Healthy Media development is done by FHFPI fellows. Such concepts are applicable mainly in the International Mainstream Media research indexing. Mainstream media are those media disseminated via the largest distribution channels of media corporations and conglomerates', which therefore represent what the majority of media consumers, are likely to encounter. The term also denotes those media generally reflective of the prevailing currents of thought, influence, or activity (Wikipedia, 2013).

On the other hand quality and reach measurement indicator of Healthy Media development Islam (2002) and adopted by WMMP fellows, 2011considered media usefulness to society by its divers content fitness. This concept adopted by WMMP fellows, considered media ability of content distribution mass coverage at grass root level and the public media exposure capability of owning media gadgets

2.1.3 Ethiopian media mapping

The main source of media map makers of the country shows totally there are 58 media house products in the stratum of print, radio and television stations regardless

of their decentralization attempt through FM radio and irregular publications in regions. The content diversity towards genres of the field isn't dynamic according to the media map makers of the nation such as the nongovernmental DID UK and the school of journalism and communication in Addis Ababa University until 2011. There is no house style which significantly one differ from the other.

In addition the source of revenue in the broadcast media dominantly recorded for financial feasibility with additional public fund/private income than profitability. This is obvious as the public media and the community radio ratio in the sphere prevails. Out of the private broadcasters three of the five domestic private radio stations have declared that they make a profit on income received. The other two radio broadcasters operate at a loss. Unlike the print media the promising feature of the country is shown on the private/commercial broadcast media engagement that profitability exceeds than loss 19% and 9% respectively (DIDUK, 2011).

Table 2.1 Percentage distribution of profit/loss on Ethiopian broadcast media of all capital formation

Profit distribution	%
Not for profit	**67**
Profit	**19**
Loss	**9**
Not Applicable	**5**

Source: ***Adopted from DID-UK Ethiopian Media Mapping (2011)***

The vivid competition of Ad/Sp for revenue is occurring on the print media as the percentage of the private capital formation dominates the market. The dynamics of exit and entry to the market depends on their profit and lose to the fate of newspaper as shown in the table below. To specify the private sector 10 of the newspapers

responded that they made an operational at loss on the newspaper that they publish. A further eight of these titles responded that the newspaper was in profit. Three of these were newspapers wholly dedicated to sports news. In general the profit- loss dynamics exceed than financial feasibility for existence specifically the sector exhibited 37% loss and 30% profit (DIDUK, 2011).

Table 2.2 Percentage distribution of profit/loss on Ethiopian print media of all capital formation

Profit distribution	%
Not for profit	**30**
Profit	**37**
Loss	**15**
Not Applicable	**18**

Source: ***Adopted from DID-UK Ethiopian Media Mapping (2011)***

Moreover, among these information providers to approximately 83 million people with different capital formation the highest national transmission area coverage (85 percent) is ERTA followed by Fana Broadcasting Corporation (FBC). Moreover, (ERTA) claimed that it built transmitters that can able national television area coverage augmented from 47 to 80 % but admits the critics of plenty of inefficient transmitters. Lack of 24 hours electricity supply and the public capacity to own external antenna are mentioned for such inefficiency. Digitalization is not tangible beyond its planning (ERTA, 2013).

CHAPTER THREE

3. METHODOLOGY

3.1 Description of Media Industry in Ethiopia

3.1.1 Total population of formal media houses

There are totally 59 media houses in the stratum of print, radio and television stations regardless of their decentralization attempt through FM radio and irregular publications in regions. The broadcast media is much larger than the print in terms of number in the country with the share of 53.2% and 46.8% respectively (DID, 2011; EBA, 2012).

3.1.2 Structure/capital formation of the population

Concerning the structure the private (commercial) ownership is dominant in the print media than the broadcast. The privately owned newspapers have a huge share of 84.6% compared to 15.4% of the public enterprise in terms of number of media houses. On the other hand, in the distribution the broadcast media structure are dominantly public, followed by community radio and the private (commercial) with share of 59.4%, 25%, 15.6% respectively.

'While the private media tried to make profit from AD/SP, the public media is attempting to collect revenue from the same source to cover recurrent budget so as to ascertain its financial feasibility.' The private media attempts to make profit from Ad/Sp and the public media collect revenue for its financial feasibility at least to fulfill recurrent budget yearly. The public media reach to the grass root level through the government intervention of capital budget for infrastructure of media such as transmitters, broadband, digitalization etc. In turn the private media benefits

somehow from the infrastructure facilities that make them convergence reach through the internet.

3.1.3 Area coverage of media houses

The publicly owned radio and television stations include Ethiopia Radio, Ethiopian Television and FM Addis 97.1 are all a part of ERTA, which has near national coverage and can be received across the country through a network of transmitters. The regional public media agencies generally have a reception range of anything up to 150km but as little as 10km in some areas. From the private media operators Fana Radio is the only broadcaster apart from ERTA that has near national coverage; others cover 100km to 1,500km radius. The community radio stations cover a radius ranging from 16km-75km and their population coverage varies significantly. In some cases they have a limited reach of 16,000 and in other cases this raises up to 1.5 million potential listeners. From the 28 newspaper publications in the country three of these titles publish on a daily basis and the majority of titles are published weekly. Contrary to the broadcasting industry the print media concentrated around Addis Ababa and the newspapers in terms of pages ranges from 24 to 72 pages and the highest circulation is just 30,000 (EBA, 2012: DID-UK, 2011).

3.1.4 Total practitioners population engaged in media houses

Of the total number of over 1,200 broadcast journalists are working full time nationwide, 244 or 20% of this total, work in the private sector. Journalists in the regions are a significant proportion of the overall workforce and represent as much as 44% of journalists working full time. There are approximately 450 full time journalists working in the newspaper for sell sector a large number of which, 60.67%, are working for the EPA titles.

3.2 Sampling Techniques

Macnamara (2005), asserts that Purposive sampling method such as selecting all articles from key media (and not from less important media) is valid provided some basis for the criteria applied. Thus, the study selects ten media houses which are 16.9% of the total population media in the country purposefully. The broadcast media has the share of 53.2% from the total media house of the country. Mean while, the country's media exposure is 30% of which broadcast media takes loin share of 17.4% contribution to public exposure. However, the print media has share of 46.8% of the total media house in the country. But national print media circulation ability accounts 0.019(i.e., the ratio of average news paper circulation at national level (5,300) per week to the total number of eligible readers of printing media (2,800,000) (DID-UK, 2011: EBA, 2012).

Thus, the broadcast media is represented by 7 media houses and the print have 3 purposefully selected representatives according to their share in the media industries and contribution to public media information exposure. Finally, a sample of 240 (6.67% of the total population) media broadcasting and publication schedule were selected from a population of 3600 media broadcasting and publication schedule day for the year 2012.

Finally at, first stage from the total year 2012 3600 media broadcasting and publication schedule day 240 (6.67%) are sampled at every n^{th} systematic random sampling This sample representatives are drawn at every 1^{st} and 15^{th} date of broad cast/publication from the 3600 population frame of yearly schedule broadcast/publication date of the 10 media houses as indicated in table 3.1. The 240 sample were distributed equally to 10 sampled media. The distribution of days of broadcast and publication samples between private and public are also proportionately assigned since five from private and five from public media are represented in the sampled media houses According to Steininger (2011), Luise

(2001) and Keith and Robert (2002), community media is community media is assumed to fall at the broad public media capital formation though its results may analyzed separately for its some distinct features.

Moreover, the Ad/Sp expediency analysis is done within the same air time/ column space sample mentioned above. In addition secondary data are drawn from DID-UK studies of working journalists statuses in the study year and public media exposure (people who able to receive information from media for different decision making) are also secondary data drawn from CSA.

Table 3.1 Media strata and schedule size in the sampling frame

Capital formation	Total population media Schedule frame			Average Sample media Schedule frame		
	Print	Broadcast	Total	Print	Broadcast	Total
Private	720	1080	1800	48	72	120
Public	360	1080	1440	24	72	96
Community Media	0	360	360		24	24
Total	1080	2520	3600	72	168	240

Sourc:SD2013

3.3 Method of Data Analysis

The study uses both descriptive and econometric models analysis. Mean, median and uni-variate (percentage) analysis methods are used for the descriptive analysis. Quantitative content analysis collects data about media content such as topics or issues, volume of mentions, 'messages' determined by key words in context (KWIC), circulation of the media (audience reach) and frequency. Quantitative content analysis also should consider media form (visual media such as television use more sophisticated semiotic systems than printed text and, thus, are generally regarded as having greater impact). Neuendorf, (2002) says: "What's important is that both content and form characteristics ought to be consider media in every content analysis conducted. Form characteristics are often extremely important mediators of the content elements". Macnamara, (2005) also produce a flow chart with nine commandments to be strictly done in quantitative content analysis to have valid results as shown in Appendix A. Thus the study uses the directives to analyze findings of news, program content and Ad incorporated in each sample media schedules.

3.3.1 Decision concepts

According to Macnamara, (2005), all positive words messages identified for analysis should be equally matched with their corresponding negative form, and vice versa, to ensure balance other than neutral words or phrases. Failure to apply equal vigor to analyzing opposition words messages can seriously distort and invalidate a study. Thus, the key words and phrases search applied in the study attempts to incorporate both poverty aggravating and anti poverty efforts. The media sample content of news and program sample air time/column spaces are scrutiny through the MDG Meta narratives and GTP principles. The study categorized searchable key words and phrases into 14 items of poverty alleviation interventions representative words and phrases. These are 1. Poverty, 2. rural landless youths, 3. Urban unemployed, 4.

Self reliance 5. Minorities coverage; Children, People with disabilities, Oldies, people in remote area, 6. Education, 7. Health, 8.Infrastructure development, 9.women empowerment, 10. Corruption, unjust, anti-corruption, rule of law, rent seeking, 11. Pollution, water and soil conservation, carbons free electricity generation, 12.inflation, 13 Participation, inefficiency, fair distribution of wealth, 14 Integrated development, investment, Peace and stability, crime. These are simply decision concepts preparation for farther operational measures of the 3rd step flow chart shown in appendix IV. Then scrutiny is done using parsimony of boundaries of analysis as shown in appendix IV.

3.3.2 Operational Measures for news and program/column

Quantitative content analysis starts with word frequencies, space measurements (column centimeters/inches in the case of newspapers), time counts (for radio and television time) and keyword frequencies (Krippendorff , 2004) . Then routines and factious data found through key word search are discarded at this step. Then survey research is proceed to , sampling an issue in content analysis both using the fulfillment of minimum coverage cut of point 29.6 % media content in poverty alleviation. The content analysis of the mass media will be done according to Krippendorff (2004), of main steps for media content data collection and analysis. These are

- The population of content mentioned above from each stratum of the mass media will be drawn
- According to the context (pro-poor columns and programs) relative to which 14 categorical evaluation methodologies are crafted from the MDG meta narratives and GTP principles to facilitate words or phrase search
- The boundaries of the analysis will be framed according to the definition of advocating and covering public affairs issue of the poor specified as poll, appeal, VOX pop (voice of the poor incorporated in media) and pure education programs should be asserted.

- Thus target of the inferences will be according to the fulfillment of minimum coverage cut off on counting base and then percentage fitness.
- News and programming/column are scheduled separately
- The print media area column space is measured and analyzed by inch per centimeter **(', '')**
- The broadcast media airtime is measured and analyzed by minutes per seconds (', '')
- Dean (2005), urges in his book 'Media Matters' that justified allocation of air time/column space of media content production to the poorest of the poor is vital issue in developing countries. It should cover on the highest professional standards and wider benefits for society. Thus, the researcher decides the cutoff point media issue coverage nearest to the proportionate of the country absolute poverty rate of the study year official report of MoFED. Thus, the threshold 29.6 % media news, programs/columns production is the requirement that should be covered issues on poverty alleviation
- The cutoff point is labeled according to the portion of people under poverty in MoFED (2012), report of nearest absolute poverty rating. The study assumption of choice of developing country with regard to healthy media development other than the developed once is treated in decisions taken by the country on the tradeoff between the percentage coverage of pro-poor programs, investment in quality of the mass media, and the profit necessity for the industry sustainability.

3.3.3 Operational Measures for Advertisements and Sponsorship (Ad/Sp)

This analysis is again done by the four Ad/Sp expediency measurements. Commercial advertisement in news time space frequency rating in number, aired commercial advertisement frequency and aggregate air time/ column space in programs/columns, assigning bulk of airtime for unpackaged or programmed

music/event coverage frequency intended to be valuable for commercial advertiser/sponsors, repeated entertainment productions/ vacancy announcement for the experienced employees (not vacancy and related announcements for unemployed).

The Ad/Sp expediency is also measured on the cutoff points of 50% towards the four internationally accepted media to exert a pull on Ad/Sp measurements. Among the 4 theoretically accepted requirements (Keith and Robert, 2002) mentioned above in minimum the two requirement of the Proclamation on Advertisements 759/2012 of the country should be fulfill as shown in appendix D.

3.3.4 Operational Measures for public media exposure

The media exposure of the public should also reach half of the area coverage for broadcast media: especially for the study half of radio area coverage 42.5% public media exposure is the cut off point for speedy standards of provision of the gadgets. (CSA, 2011).

Table 3.2 Media contribution empirical analysis dimensions of overall description of working hypothesis of PSM measurement dimensions and indicators for both capital formation (private and public)

Dimensions	Indicators	Healthy Mass Media development Cut-off Points
Reach	Reach for first hand information	○ At least mainstream (national) radio transmission area coverage above 85% which compatible with ratio of rural household population ○ 80 % of each regional radio stations area coverage ○ FM radio development at least one for every Zonal center towns coverage ○ Community radio coverage at least for every remount area minority

		people o TV area coverage at least fulfilling average fastest coverage growth o Special intervention of governmental and non governmental institutions distributing radio sets to rural listeners.
	Technological support to the carrier medium	Media clubs (discussion group) at grass root rural area level at least one from the three: viewers/listeners/ readers above the threshold 29.6 % (at least compatible with Poverty head count indices of the nation Percentage to users of mobile phones (Should full file the fastest growing mobile market in Africa- as its economy do) That is African mobile growth per year is 18% than 11% of world market. Percentage of broad band cable infrastructure (Should full file the fastest growing infrastructure in the Africa) Percentage to users of information from internet (Should full file the fastest growing number of internet users in Africa- as its economy do) At least Radio sets distribution on satisfactory (50%) level
Independence	Both for financial feasibility and profit	Sustainability of media based on expediency of revenue from advertisement/ program sponsorship
Quality	(Quality) of mass media production that serves the	Media production PSM appropriates of news with the percentage of people below poverty line.

poor	Media production PSM appropriates of program with the percentage of people below poverty line. (MoFED, 2012)
Ratio of professionalism	Professionalism on beat reporting at least for economics, court reporting

Source Survey data,2013

3.4 Model Specification

According to Keith and Robert (2002), there are two distinct theoretical approaches in the study of Public Service Media (PSM) which is framed as welfare embedded in media byproducts. The first conceptual framework advanced by Becker and Murphy (1993) considers Advertisement (Ad) as spat in a consumers' content (news, program, column...) meta-utility function

On the other hand Anderson and Coate(2000), and Albarran and Alan (1996) pursue that Ad is simply additional information in media content and makes familiar products to the consumer. Such different theoretical approaches in media content and Ad byproduct is a dilemma for economists in rational-choice theory. But for all media capital formation (being private or public) competition to Ad is inevitable as per media is operating in free market economy and editorial independency to relay on financial feasibility(Keith and Robert, 2002). Hence, they framed four evaluation standards to study the balance between pure media content (news, program/column…) and advertisement (Ad). These are influencing programming by duplication of programs, undeserving viewers that are not as desirable to advertiser, air little or too much advertisement, ignore smaller group of viewers with intense preferences.

Thus, we consider Anderson and Coat (2000) model of media byproduct (program content to audience and simultaneously byproduct Ad to consumer) which assumes

that media institutions consider viewers/listeners/readers value their products (being advertising or programs content) at **0 or $\omega > 0$**.

Its popularity is given by $\sigma\varepsilon(0,\bar{}\sigma)$ where $\bar{}\sigma < 1$, which represents the proportion of viewers/listeners/readers assumed desire and the product at the proportion of ω. In turn, advertisers willing to advertise assuming gain from an advertisement, $(\sigma\omega)$ to reach viewers/listeners/readers. Media viewers/listeners/readers demography and program content again raise/lower the frequency of Ads. Assuming the media content characteristics and demography/ portion of public $(\delta_1,...,\delta_n)$ thus Ads expediency per content of media is measured by $p = \omega^{\bar{}}\sigma\ (\delta_1,...,\delta_n)$ to estimate each value for $(\delta_1,...,\delta_n)$.

Moreover, capital formation of media had broadly defined into private and public. But as developing country the community media-radio also takes significant share and impact on healthy media development of the country. To measure reach to grass root level media exposure of public important. Considering Fisher, et al (1980) and Goettler (1999) identified convex relationship between media production (News, Program, Ad, media reach to specified audience…) and the PSM or other price/profit oriented value. The Anderson and Coat (2000) model is reinforced as PSM is dependent on all media productions and its reach to grass root level would be

PSM = $n\omega^{\bar{}}\sigma\ (\delta_1,...,\delta_n)$ **where n**= the numbers of people exposure to media replicate the likely hood of the public across the media production ((News, Program, Ad, spot, graphics…).

Thus, estimations are sort out from multi variant regarding the cut of points for each minimum requirement described for each independent variable shown in table 2 variables (x_i).The study at national media development level is cumulative of the unit analysis of each representative sampled media. Thus, to test if there is a strong positive relationship between media productions share (News, Program, Ad/Sp) Plus

their reach to grass root level and the PSM in developing countries. Researches done on media economics commonly use specifications which have a linear relationship between News, Program, Ad, media reach to specified audience… and the PSM value or other price/profit oriented value. The assumption is News, Program, reach to specific audience and Ad is independent variables that raise/down PSM value by a given conclusive effect of discrete nature. Note that the capital formation is dummy variable as shown in the definition of explanatory variables table 3.2.

Thus, the model specification is:

$PSM = \beta_1 + \beta_2 (News) + \beta_3 (program/editorial) + \beta_4 (Ad/Sp\ expediency) + \beta_5 (capital\ formation) + \beta_6 (public\ exposure\ to\ media) + Ui(error\ term)$,

since the outcome variables is continuous, OLS is appropriate method of estimation. The interpretation are made according to a unit change in the explanatory variable brings a unit change in the dependent variable keeping other variables effect constant. Likewise for the dummy variables (such as the capital formation indicated in the definition of variables table 3.3), given the prevailing of the specified dummy variable, the change in dependent variables will have only sign effect (negative or positive relationship).

Table 3.3 Definitions of explanatory variables cut off points

Variable name	Description	Illustration
Pnews (continuous variable)	News value in poverty alleviation	News committed to issues of poverty alleviation indicated in MDG meta narratives share from total news air time/ column space package of media
Program	Program value in	Program/column of media devoted to issues

(continuous variable)	poverty alleviation	of poverty alleviation indicated in MDG meta narratives share from total Program/column space package of media
Puprmdia (Discrite)	Capital formation	If private media 1 otherwise 0
Adexp	Ad expediency	Ad expediency from the 4 indicators in news, Ad in program/column space, efficiency of air time allocation for un packaged music/event coverage, repeating entertainment programs: 0 to < 2 appropriate or inappropriate/lenient to extreme commercial bias =>2 to 4
Rdlsnrs (continuous variable)	Listens to the radio	public media exposure (listens to the radio at least once a week) 1-7 access to radio set
Jourexprnc	Journalists experience	If journalist experience > =5 years 1 otherwise 0 (secondary data)
Jourjbsts	Journalists Retaining	If ranking >=3 and above need to journalists retained in the media industry 1 otherwise 0 (secondary data)

Source : Survey data,2013

Table 3.4 Mapping media income from Ad/Sp direct linkage with broadcast law and efficient use of the air time/ column space of media industry

Variable: Ad	Unit of measurement
Commercial advertisement repetition in news time space frequency rating in number	If non advertisement in news air time/column space- abide by the proclamation on advertisement 759/2012 article 6 sub3) may fit expediency measurement
Commercial advertisement presented on program allocated air time rating according to the proclamation on advertisement	If up to 15% of the media daily or particular program/ 9 minutes in one-hour transmission air time (Maximum limit according to the proclamation on advertisement759/2012 article 19 sub 1 and 2) may fit expediency measurement
Commercial advertisement presented on newspaper allocated column space rating according to the proclamation on advertisement	If up to 60% of the newspaper content of whole edition (Maximum limit according to the proclamation on advertisement 759/2012 article 20 sub 1 and 2) may fit expediency measurement
Assigning bulk of airtime for unpackaged music and event coverage frequency per day for broad cast	If 5 minutes (benchmark according to reviewed literature) may fit expediency measurement
Assigning bulk of airtime for	If 1 page (benchmark according to

unpackaged event coverage frequency per one publication for newspaper	reviewed literature) may fit expediency measurement
Repeated entertainment productions/ bulk of vacancy announcement for the experienced employees than programs/vacancies for the unemployed for advertisement	If 10 minutes (benchmark according to reviewed literature)
Commercial advertisement repetition in news time space frequency rating in number	If non advertisement in news air time/column space- abide by the proclamation on advertisement 759/2012 article 6 sub3) may fit expediency measurement

Source : Survey data, 2013

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1 Descriptive Results

4.1.1 Media Content Production Characteristics

The result sampled 6.99 percentage of overall published column in the study year which equals in sum 267,598'.04''column space is drawn using systematic random sampling from the three newspapers (two private and one public newspaper) news and articles column space. The 4.92 % air time schedule selected sample broadcast media (3 private, 3 public, one community radio) of 191,017'.36''air time from weekly schedules frame are drawn in systematic random sampling for study as shown in table 4.1

The media production content analysis composition is found 30 % from print media and 70 % broadcast media. Based on the bandwidth and circulation characteristics, the broadcast media is further segmented into the stratum of national media, regional media, FM radio and community radio with their content production share of 20%, 30%, 10%, and 10% respectively. From the sampled media air time/column space of content production, the private media took the highest share of 50% compared to 40% for public and 10% for community radio.

4.1.2 Results for news production in each characteristics of media strata.

The sampled content print media column space in sum is found 267,598'.04''as shown in table 4.1 and news coverage had the share of 17,126.29 (6.4 %). The sampled content of broadcast media air time in sum is found 191,017'.36'' and news coverage had the share of 18,528.68(9.7%) as shown in table 4.1. From the media

schedule samples of news (240 in number) 82.1% pass the minimum requirement of news coverage in poverty alleviation as indicated in detail in table 4.3.

The above facts show as percentage allocation of airtime in broadcast media is greater than the print column space. In addition, the frequency of samples in passing threshold of media commitment to issue of poverty alleviation is increasing when we go along the broadcast media results than the print media (indicated in tables 4.2 and 4.3). Thus, as the higher airtime/column space a media allocates to news portion, the higher the probability media delivers information about poverty alleviation.

These issues are categorized into issue of coverage in: poverty; rural landless youths; urban unemployed; children, people with disabilities, oldies, people in remote area; self reliance; education; health; infrastructure development; women empowerment; corruption, unjust, anti-corruption, rule of law, rent seeking; inflation; Participation, inefficiency, fair distribution of wealth; and integrated development, investment, Peace and stability, crime, event coverage. From these measurements the more general approach reporting issues packaged in the issue of integrated development, investment, Peace and stability, event reporting are covered 21% on average of all sampled population compared to 1% to 7% of the rest of labeled 13 issues shown in the data set. In general the highest information delivered for poverty alleviation within the news package is found n the community radio 57.67 followed by 38.58 and 36.11 percent of the public media and the private media as shown in table 4.2.

Thus, news reporting air time/column space of media in Ethiopia is directly related to the poverty alleviation collective agenda of the public in the country. Both private and public media on average are found highest positive externality in the coverage of news airtime/column space towards poverty alleviation despite differences in framing the issues. Thus, higher responsiveness is observed on news as air time /column space allocation to deal with the issue of poverty alleviation. Of course, the proclamation on Ad that totally restrict Ad/on news space and media houses

editorial polices on the balance of national Vs international news ratio contributes for most of media houses to commit much of their news air time/ column space package on pro-poor agenda other than few violating it.

4.1.3 Results for programming/editorial (non news) airtime/ column space in each characteristics of media strata.

From the sampled column space 250,472' (93.6%) is provided for Editorial (non news) items of print media. Moreover, from the sampled airtime 172,489' (90.3%) are found broadcast programs (non news) as shown in table 4. 1. From 240 samples of media schedule on average only 71 on average 29.58% media programs/editorial column space pass the threshold of airtime/column space dedicated to poverty alleviation. Thus, the rest of media program/column space schedules 169 on average 70.4% fail to fulfill the even the minimum required to provide programs/editorials about poverty alleviation as shown in table 4.4. There are few media institutions (both from private and public) recorded exceptional result above the minimum benchmark on the intervention of PSM program coverage on poverty alleviation as shown in table 4.4. The main determinant for such exceptional results is maintaining concerned programs production schedules air time/columns. But this media institution in turn ensnared in the trade off financial feasibility problem to the extent of unable in retaining their experienced media professionals regarding salary competition.

Table 4.1 Results of sampled media strata and schedule airtime/column space size

	Total population airtime/column space	Sampled airtime/column	News	Program/Editorial (non news
Strata	Airtime/column space	Airtime/column space		
Print (in inch)	4,463,970'.04''	267,598'.04''	17,126.29(6.4%)	250,472' (93.6%)
Broadcast (in minutes)	3,886,286.22''	191,017'.36''	18,528.68(9.7%)	172,489' (90.3%)
Media	10,950,256'.26',	488,615'.40''		

Source : Survey data, 2013

Table 4.2 Characteristics and percentage distribution media air time/ column space commitment on issue of poverty alleviation

Category	Characteristics	Sampled air time /column space	News	Program
Print (3)	mainstream	12.25	47.52	17.64
ETV	Main stream	6.67	40.57	26.36
Radio(4)	Mainstream	7.36	45.20	27.95
Radio(1)	FM	6.67	29.60	9.82
Radio(1)	Community	6.67	57.67	33.98

Capital formation				
Private		8.06	36.11	15.20
Public		6.37	38.58	20.24
Community	**Pure public**	**6.67**	**57.67**	**33**

Source: Survey data, 2013

Table 4.3 percentage distribution of content on poverty alleviation issues frequency coverage of news each

Media Content and Characteristics	Capital formation	Frequency samples above Threshold (%)	Frequency days below Threshold (%)	Total (100%)
News				
Reporter	Private media.	66	44.	100
Addis Admass	Private	50	50	100
Addis Zemen	Public	79.2	20.8	100
ETV	Public	83.3	16.7	100
FBC	private	95.8	4.2	100
Ethiopian radio	public	87.5	12.5	100
DWT	Private	95.8	4.2	100
Amhara Radio	Public	83.3	16.7	100

Sheger FM	Private	70.8	29.2	100
Jimma Community Radio	Community	95.8	4.2	100

Source : Survey data, 2013

Table 4.4 percentage distribution of programs/editori

als on poverty alleviation issues frequency coverage of each media sample frequency that pass/fail the threshold (29.6%) air time/column space

Media Content and Characteristics	Capital formation	Frequency samples above Threshold (%)	Frequency days below Threshold (%)	Total (100%)
Program				
Reporter	Private media.	12.5	87.5	100
Addis Admass	Private	8.33	91.67	100
Addis Zemen	Public	41.67	58.33	100
ETV	Public	29.17	70.83	100
FBC	private	37.5	62.5	100
Ethiopian radio	public	39.67	58.33	100

DWT	Private	59.5	37.5	100
Amhara Radio	Public	45.83	54.17	100
Sheger FM	Private	4.17	95.83	100
Jimma Community Radio	Community	58.33	41.67	100

Source; Survey data, 2013

4.1.4 Results for advertisement/sponsorship (Ad/Sp) expediency in each characteristics

The study of Ad/Sp appropriateness is asserted as per each media sample schedule is fulfilling at list two of the four requirements shown in table 4.6. The media exert pull on Ad/Sp for the sample population found out 45.83 % on average as indicated in detail in table 4.5. This result is below the excepted 50% minimum requirement of Ad/Sp expediency. From the population of the study media schedule though on average recorded infancy of the media industry there is a significant difference in Ad/Sp appropriateness experiencing.

Ethiopian media attempt to exert a pull on commercial Ad/Sp through scheduling attempt of air time/ column space is found in its infant stage on three complementing factors. The features are influencing schedule by duplication of the same entertainment, undeserving viewers in programming that are assumed as desirable to advertisers (ignore smaller groups of viewers with intense preferences), air too little Ad or use of Sp below the maximum limit of the proclamation on Ad of the country, with some violation of accepted rules that prohibit Ad on news.

Furthermore, the proclamation on Ad of the country restricts Ad in news package for both print and broadcast media. This requirement is achieved almost in all media houses. But there are two print media (The Ethiopian Reporter Amharic version and Addis Zemen) violates the restriction which prohibited Ad on news package as shown in table 4.6.

The maximum limit of Ad permitted by law is 20% air time and 60% column space. But none of the sampled population media schedule reaches the maximum limit allowed by the proclamation on Ad shown in table 4.6. The most inappropriateness of production commercialization in Ethiopia is found in the attempt media scheduling to exert a pull on Ad/Sp by assigning bulk of airtime for unpackaged music/event coverage which is beyond maximum limit. Except for the Community Media sample population schedule almost the rest violates expediency limit of 5' and repeated the same entertainment productions/ excess vacancy announcement for the experienced employees above the minimum expediency 10'.

Table 4.5 Percentage distributions on advertisement/sponsorship expediency

Ad expediency	**Capital formation**	**Expediency (%)**	**Inappropriateness (%)**	Total(100%)
Ethiopian Reporter	(private media)	0	100	100
Addis Admass	(private media)	75	25	100
Addis Zemen	(public print media)	58.33	41.67	100
ETV	(Public Television)	16.67	83.33	100
FBC	(Private National Radio)	91.67	8.33	100

Ethiopian Radio	(public)	50	50	100
Demsiweyana Tigray	Private	54.17	45.83	100
Amhara Radio	(public)	50	50	100
Shegare FM	(Private)	62.5	37.5	100

Source: Survey data, 2013

Table 4.6 Percentage distributions passing frequency advertisement/sponsorship expediency on each sample day

Ad expediency	**Capital formation**	**Expediency (%)**	**Inappropriateness (%)**	Total(100%)
	Commercial advertisement in news air/column space	Commercial advertisement frequency in programs	Assigning bulk of airtime for unpackaged music/event coverage	repeated entertainment productions/ excess vacancy announcement for the experienced employees
Ethiopian Reporter	0	100	87.5	0
Addis Admass	100	100	70.83	0
Addis Zemen	66.6	100	20.83	37.5
ETV	100	100	4.16	16.67
FBC	100	100	54.17	91.67
Ethiopian Radio	100	100	0	50
DWT	100	100	0	50
Amhara Radio	100	100	50	41.67
Shegare FM	100	100	45.83	58.33

Source: Survey data, 2013

4.1.5 Background Characteristics and results of Radio Listeners from the secondary data

The secondary data of sample representative study of CSA's Welfare Monitoring Survey drawn for this study purpose to measure media reach at the grass root level is the number of households who own radio. From the representative sample rural and urban households who own radio sets are 31% and 44% respectively as shown in table 4.7. This is related to public media exposure to radio programs 30% (22 percent of women and 38 percent of men) (CSA, 2012). The raw data result of radio owners in rural area is below the standard 42.5% and the urban radio owners exceeds the minimum point. Radio owners in the country on average are below the standard. Though the country is excellent in radio area coverage (85%), slow rate of distribution of radio sets is impeding public media exposure.

Table 4.7 percentage distributions of households that own radio and exposure to radio programs (receive information from radio)

Listeners' /background	Own radio set	Rural
Urban	44	31
Dera Dawa	63.9	30.8
Addis Ababa	79.6	0.06
harare	64.5	37.4
Gambella	42.5	26.2
SNNP	66.7	29.8
Ben gumuz	56.8	40.6
Ethi-Somalia	35.8	23.8
Oromia	64.9	36.9
Amhara	49.9	22.8
Afar	42.6	37.9
Tigray	59	31.4

Source : Organized from CSA data, 2012.

4.2 Econometric Results

4.2.1 Diagnose of specification

Heteroskedasticity test

The researcher detects heteroskedasticity through the Breusch-Pagan test. As the null hypothesis is residuals are homoskedastic, test results fail to reject the null hypothesis at any acceptable level of significance (see annex I) . Stock and Watson (2003), urges to researchers to farther check heteroskedasticity in the phenomenon analysis of separate most variables significance. But the four most important variables of the study are again found significant except the three as shown in table 4.8.

Omitted variable test

For the Stock and Watson (2003) , the omitted variable detection could be checked for two reasons. One, if it is correlated with the included regressor. Second, if the omitted variable is a determinant of the dependent variable. On the study to farther reinforce the specification test Ramsey's RESET test is employed. The study includes almost all variables that are needed to explain PSM value with consideration of parsimony. The test is important in regard to the assumption of the error term and the independent variable in the model are not correlated (E (e/X) = 0).

The omitted variable bias test is done using the ovtest command for the fitted value of PSM value. As revealed on the test result fails to reject the null hypothesis even at 10% level of significance (see annex II). The model with no omitted variable is asserted its appropriateness and non correlation of independent variable with error term with consideration of parsimony

Multicollinearity test.

The study deployed Multicollinearity test through the vif Stata command. Stock and Watson (2003) , shows the importance of assumption for the multiple regression model. The assumption enable us to check independent variables are not perfectly multicollinearity. The test asserts either one regressor is a linear function of the other or not. All the included variables have a variance inflation factor less than 10 or a 1/vif greater than 0.10 (see annex III). Thus, the result asserts the independent

variables are not linear function of one on the other. Meaning there is no simultaneity bias.

To conclude, **since** the outcome variable is continuous, OLS is appropriate method of estimation. The interpretation will be for a unit change in the explanatory variable brings a unit change in the dependent variable keeping other variables effect constant. Likewise for the dummy variables, the prevailing of the specified dummy variable, the change in dependent variables will have only sign effect i,e , negative or positive relationship.

4.2.2 Results and Interpretations

Table 4.8 shows the regression result of PSM dependent variable is explained by total of seven independent variables have used in the regression. Among the independent variables only four variables namely (News, Program, the dummy variable: public, private media, public exposure to media information) are statistically significant.

News and capital formation effect on PSM value

The result show us as a unit air time/column space for news package changes in the country's media, PSM value as economic good boosts by 0.04 units of measurement(airtime/column space) for poverty reduction and it is significant at 10%, - other variables remains constant. The news effect on PSM is a return to scale share at every unit analysis of every strata. Hence, news information delivery for poverty alleviation had increasing pattern to PSM value (creating informed society). The tendency of media capital formation (private, public: represented as dummy variable) development of media in the country shows significant positive result on PSM value externality. Being capital formation (public and private) of differentiations significantly observed in the country, competition for PSM value as economic good improves positively and it is statistically significant at 5% other variables remains constant.

Program/column and Ad/Sp effect on PSM value

The study found out that airtime/column space media differentiation of program/editorial changes by a unit measurement, PSM decreases by 1.3 units of measurement(airtime/column space) for poverty reduction and it is statistically significant at 1% keeping other variables constant. Thus, Ethiopian media should differentiate programs/editorial to deliver variety of information on poverty alleviation. The sign relationship for the dummy variable Ad/Sp effect PSM value is negative. Hence, Ad/Sp expediency package had negative effect in the information delivery of poverty alleviation.

Media reach and its effect on PSM valueThe additional variable for this study known by public media exposure to developing country PSM value contrary to developed country is found among the most significant one. As the unit distribution of radio sets decreases below the standard of area coverage speed in the country, PSM value as economic good declines by 0.19 and it is statistically significant at 10 % other variables remain constant.

The overall country level radio area coverage is claimed above 85% by the mainstream media both from ERTA and FBC in addition to regional, FM, and community radio regardless of its sound quality which is beyond the objective of this study. But the econometric result shows the radio distribution used as a unit analysis for public media exposure from the secondary data of CSA is at its low level and affects PSM value of the country negatively.

Table 4.8 : OLS RESULTS

Dependent variable PSM				
Explanatory variable	Coeff	St.Error	t-value	P value
Pnews	0.039*	0.023	1.69	0.093
pprgrm	-1.238***	0413	-2.99	0.003
Adexp	-0.616	0.573	-1.08	0.283
Puprmdia	1.083**	0.463	2.34	0.020

Jourexprnc	0.725	0.549	1.32	0.188
Jouribsts	0.028	0.02	1.42	0.157
Resownrs	-0.225**	0.105	-2.13	0.035
cons	3.94	0.625	6.30	0.000
	No.Obs =237 F(7,229) =5.40	Prob>F = 0.0000 R-squre = 0.1416	Adju.R sequare =0.1153	

Note : *, ** , *, 1%, 5% and 10% significant level respectively**

CHAPTER FIVE

5. SUMMARY AND RECOMMENDATION

5.1 Summary

The study is done in the first stage by purposive sampling of 10 or 16.9 % of total media houses population in the country. The purposive sampling is deployed according to the quantitative media sampling methodology set by (Macnamara, 2005). Secondly, the 240 broadcasted and published media schedules are selected at every 1st and 15th stage by systematic random sampling from the 3600 population frame of yearly schedule. Thus, the sampled 6.67% primary data of the year 2012 media schedule broadcasted/published news, program/editorial, and advertisement are analyzed.

Thirdly, sampled 6.9 % of overall publications in sum 267,598'.04''column space and the 4.92 % air time schedule selected sample broadcast media in sum 191,017'.36''air time are prepared for key word search study. Key words and phrases search applied in the study attempts to incorporate both poverty aggravating and anti poverty efforts issues. Media sample content of news and program sample air time/column spaces are scrutiny through the MDG Meta narratives and GTP principles. The study categorized searchable key words and phrases into 14 items of poverty alleviation interventions categorical words and phrases. The Ad/Sp expediency Study is also done by the four measurements within the sampled data set used for news and programs/editorial. Finally, public media exposure secondary data are used from CSA Welfare Monitoring Survey 2011.

The study used OLS estimation. This is because News, Program, Ad, media reach to specified audience is able linearly to explain the PSM or other price/profit oriented value. Since the outcome variable is also continuous, OLS is appropriate method of estimation. The result found both from descriptive and regression analysis news, program, Ad/Sp expediency, and public media exposure are significant effect on the PSM value. These five explanatory variables are found significant of the seven incorporated in the analysis. Though the finding pass diagnose tested and found unbiased, the R^2 is limited to 14.3%.

From the study we can conclude that news has scale effect on PSM at every unit analysis of media strata. Hence, as airtime/column space increases for news package information delivery for poverty alleviation had increasing pattern to PSM value substantially. From this we can conclude that the role of media in creating informed society about poverty alleviation through news is promising. Moreover, the tendency of media capital formation (private, public, community represented as dummy variable) development of media in the country shows strong positive relation on PSM value. Being capital formation (public and private, community) of differentiations significantly observed in the country, competition for PSM value as economic good improves positively.

However, as media air time/column space changes the differentiation of program/editorial, PSM value declines substantially. Thus, Ethiopian media have problems in delivering variety programs/editorial about poverty alleviation. The sign relationship for the dummy variable Ad/Sp effect PSM value is negative. Hence, Ad/Sp expediency package had negative effect in the information delivery of poverty alleviation. The final result public media exposure to radio is also found (30%). This is under the minimum requirement compared to speed of radio area coverage (85%) of the country in the study year. Thus, as a unit distribution of radio sets decreases below the standard of area coverage speed in the country, public media exposure PSM value decline by 0.19.

5.2 Recommendations

News information delivery in poverty alleviation is found promising as per the PSM value standard. Thus, measures need to keep this promising trend. This achievement is mainly the focus each media houses given to the national news than international air time/ column space scheduling. Most of them have achieved this through their in house editorial policy but few are obliged by intense public interest and the law that prohibits Ad on news. Hence, this promising trend should be strengthen through improving editorial police of each media house to have special focus and presentation quality to local news. The study find out that balanced development of media capital formation (public, private, community) is positive. However, country policy of media modernization development via digitalization is too let specially for TV.

Findings of this study assert programming/ column scheduling are below the minimum standard towards providing information about poverty alleviation. This isn't a new phenomenon for nations left the media industry for competition with both private and public capital formation. Thus, the researcher urges the importance to understand the relation between market competition and public interest goals. Media houses can solve the problem by standardizing informational and entertainment programs editorial policy. Resespond to competition via entertainment programs/editorial leads to stiffest competition and may create homogeneity of programs/editorials. However, secrete of competition relay on capturing different target audience with differentiation of programs/editorials decided on each media house editorial policy.

The overall Ad/Sp expediency fault or negative effect on PSM is also summons the standardization and modernization of the field. The main problem for Ad/Sp expediency in Ethiopia is traditional competition as shown its features in the result discussion. The Ad/Sp field is done without circulation audit for print and program rating for the broadcast media which is applied in modern value market. The country should implement important policy measure to curve the problem. Promoting licensed newspaper circulation audit and broadcast program rating private institutions guideline is important.

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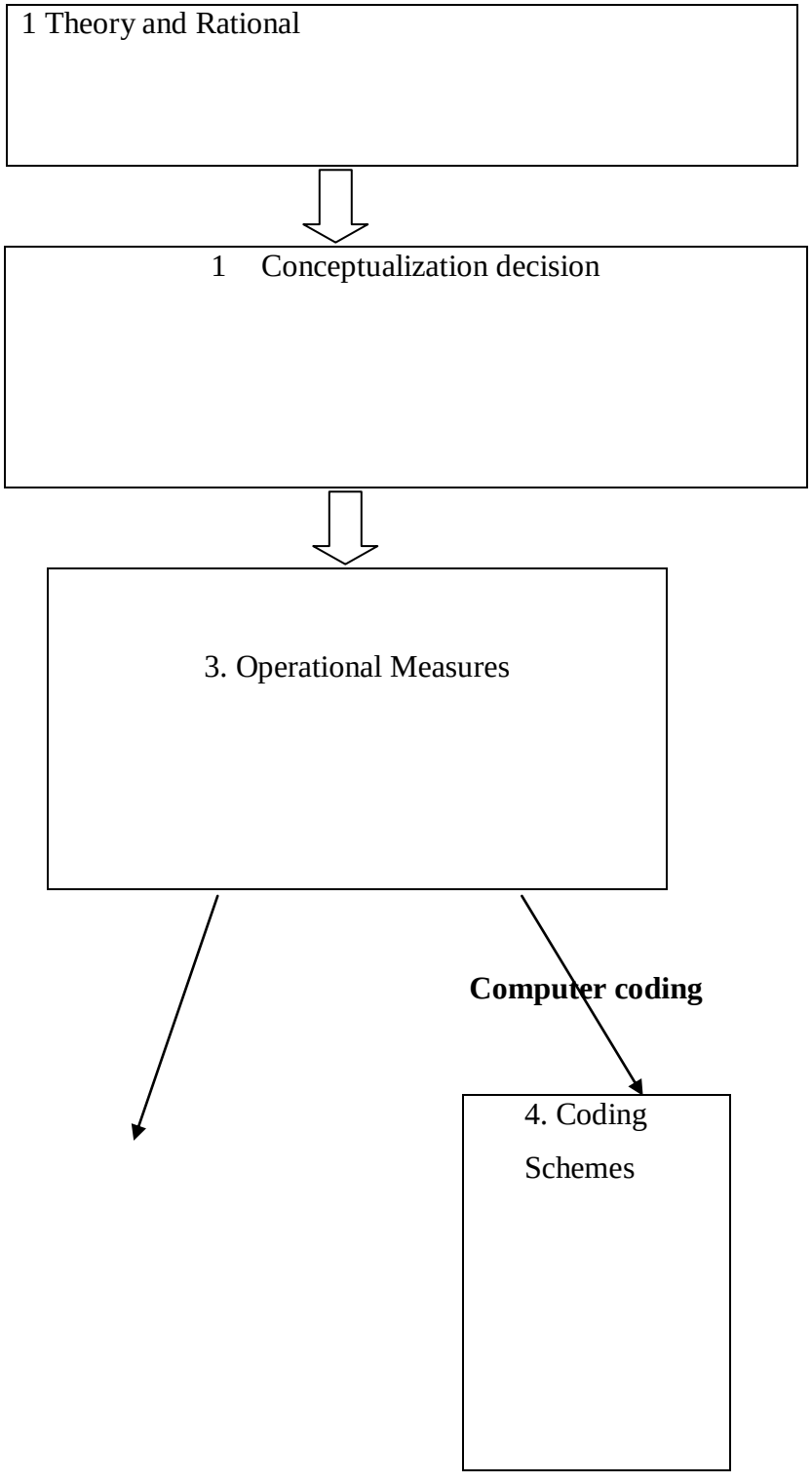
Annex IV: Conventional media content analysis flow chart used in the study

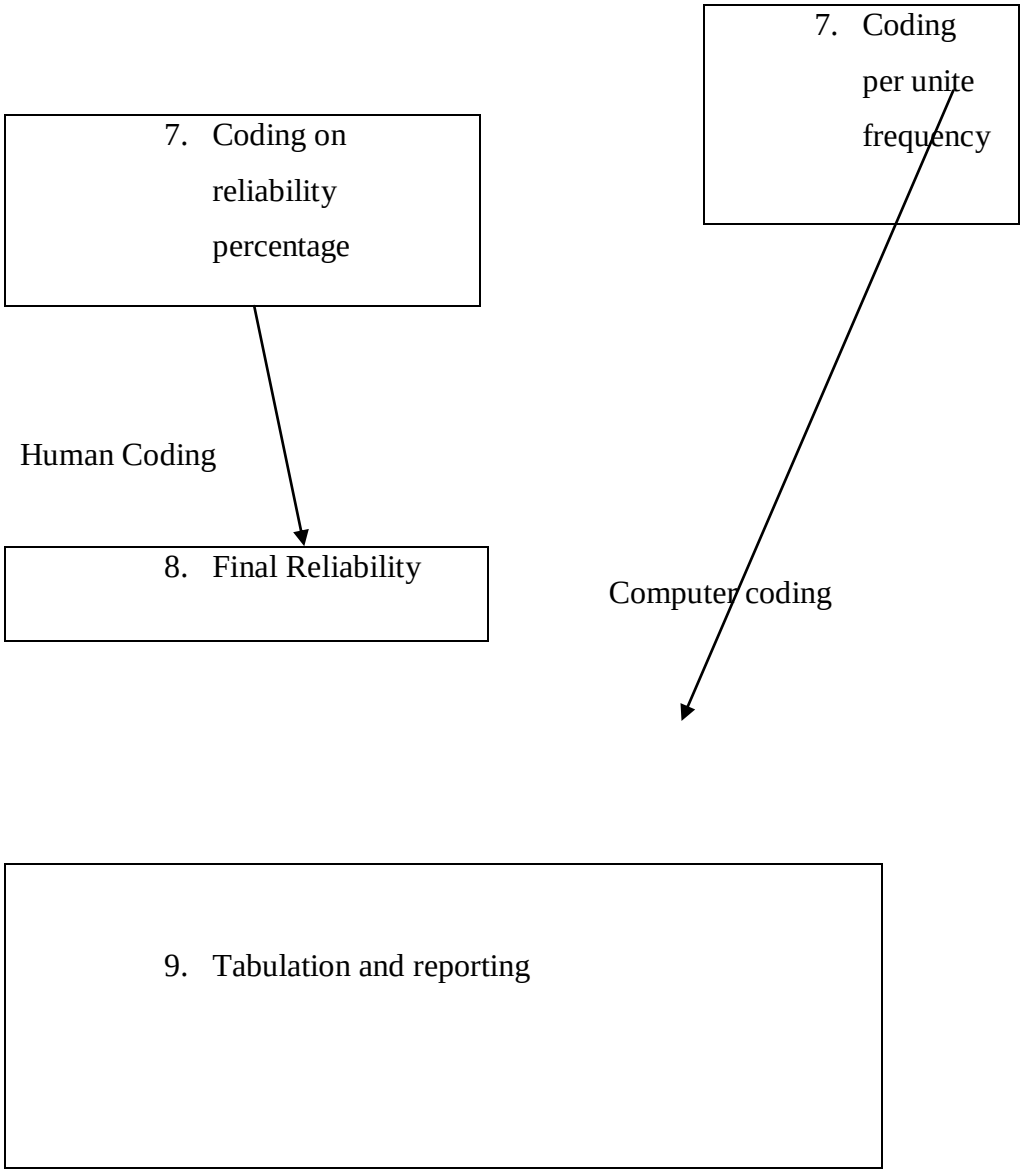


Human Coding

4. Coding Schemes

5. **Sampling** by issue, page, by channel or both of them

6. Training and initial reliability



A*nnex V: Informants Questionnaire*

Investigation Project on Trends of Media Commercialization and Factors of Information Asymmetry in Developing Countries

(Ethiopia Media Development as per Its Fastest Growing Economy)

18 March 2012

Informants Questionnaire

Mekelle University

1. Questionnaires to the nine regional and two city administrations communication Officers (informants)

Name of Region…….

Name of Responsible Respondent…….

Position……...

1.1 Do you have regional Radio Station?

A) Yes B) No

1.2 If your answer for question 1.1 is yes, please indicate the area coverage

A) Above 80 %

B) 80%

c) Below 80%

1.3 Do you have FM Radio Broadcasting?

B) Yes B) No

1.4 If your answer for question 1.3 is yes, please indicate the area coverage

A) At least one for all zonal towns

B) On some of the zonal towns

c) Only on regional town

1.5 Do you have Community radio coverage?

A) Yes B) No

1.6 If your answer for question 1.5 is yes, please indicate the area coverage

A) For all remote minority area people

B) On some of the remote areas

c) Only one

1.7 Have you use second stage media production delivery (readers, listeners, viewers club/group) in your region to the grass root level?

A/ yes

B/ no

1.8 If your answer for question 1.1 is A, which type of second stage media production delivery do you use in the region?

A. Newspaper Readers club/ group

B. Radio listeners club/group

C. TV Viewers club/group

D. Two or both of them

1.9 If your answer for question 1.1 is again A, how many people in average engaged in each club? …….in number

1.10 How many clubs/group are in the region? .....in number

1.11 Readers/ listeners/ viewers club meeting intervals are

A) Daily Bases

B) At every three days

C) Every Week

D) Non-scheduled

1.12 Source of gadgets (Newspaper, Radio receiver, TV set) to clubs/groups is

A/ Mostly by Government

B/ Mostly by Non-governmental organizations

C) Mostly by Community funds

1.13 Reading column/listing/viewing media productions are chosen by

A) Mostly by clubs

B) Mostly by communication agents

C) Mostly by program/column sponsors

1.14 Media Production Language

A) Local

B) National

1.15 Rate the private media in producing news relevant to development in showing 'how to get rid of poverty to the general public' or in providing best practice and experiences of models in small holding farm and micro business…….up to 3.

1.16 Rate the private media in producing program relevant to development in showing 'how to get rid of poverty to the general public' or in providing best practice and experiences of models in small holding farm and micro business…….up to 3

1.17 Rate the public media in producing news relevant to development in showing 'how to get rid of poverty to the general public' or in providing best practice and experiences of models in small holding farm and micro business…….up to 3.

1.18 Rate the public media in producing program relevant to development in showing 'how to get rid of poverty to the general public'

or in providing best practice and experiences of models in small holding farm and micro business…….up to 3

Annex VI: Unite of analysis format for categorical word/phrase and boundary maximum limit in air time/ column space of News & Programs

R.N	Measured Unites According to MDG meta narrative + MDG principles	Qualitatively scrutinized words and phrases according to boundaries of utility in poverty alleviation	
		Types of story measured in inch to print and minutes to broadcast media Samples raw	Boundaries of dominant thematic areas
1.	Poverty		Poverty alleviation Projects and programs, unemployment, drought, aid, displacement, illegal migration related events stories reporting frequency
2.	Rural landless youths		Mountains development project stories reporting frequency
3.	Urban unemployed		Micro business institutions stories reporting frequency

4.	Children, People with disabilities, Oldies, people in remote area		Reporting Community Coalition Cooperation stories frequency
5.	Self reliance		Anecdotal /Individual/ Stories reporting of best practice how to get rid of poverty frequencies
6.	Education		Story reporting frequency according to Education MDG
7.	Health		Story reporting frequency according to Health MDG
8.	Infrastructure development		Reporting frequencies according to infrastructure MDG, access to market problems or solutions and investment
9.	Women empowerment		Reporting frequencies according to Women MDG problems and solutions

10.	inflation		Inflation problem and solutions stories reporting frequency
11.	Corruption, unjust, anti-corruption, rule of law, rent seeking, developmentally		Reporting problems or solutions of rent seeking stories frequency
12.	Participation, inefficiency, fair distribution of wealth,		Reporting problems or solutions of good governance stories frequency
13.	Pollution, water and soil conservation, carbon free electricity generation		Environmental issue problems-solutions stories reporting frequency
14.	Integrated development, investment, Peace and stability, crime		Sustainability issues stories reporting frequency
poverty alleviation intervention Column space from all news covered (inch/minutes)		(1 if 29.6% inch/column space benchmark, 0 if < 29.6% inch)	
poverty alleviation intervention Column space from all articles covered (inch/minutes)		(1 if 29.6% inch/column space benchmark, 0 if < 29.6% inch)	
Column space in all news and articles for poverty alleviation intervention (inch/minutes)			

Annex VII: Unit Analysis format of Ad/Sp expediency

Unit of measurement	Expedience	
	Yes	No
Non advertisement in news air time/column space		
Up to 15% of the media daily or particular program/ 9 minutes in one-hour transmission air time		
Up to 60% of the newspaper content of whole edition fit expediency measurement		
Five minutes assigning bulk of airtime for unpackaged music and event coverage frequency per day for broad cast		
One page assigning bulk of airtime for unpackaged event coverage frequency per one publication for newspaper		

Ten repeated entertainment productions/ bulk of vacancy announcement for the experienced employees than programs/vacancies for the unemployed for advertisement		